



# IMAGE AWARENESS WELLNESS INSTITUTE

## *Salmon Oil Plus*

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### DIGITAL NEWSLETTER

It has been some time since we have published a printed version of our newsletter. We have moved to publishing the Healthletter on the web. You can access all newsletters free of charge at: [www.imageawareness.com](http://www.imageawareness.com)

We will provide notification of the addition of an issue of the newsletter to the web site to anyone who provides us with their email address. Just send your email address to [jim@imageawareness.com](mailto:jim@imageawareness.com).

We have moved to a digital form of the newsletter for several reasons. A major reason is economic. The cost of printing and mailing a newsletter is over a dollar each. Even by paring our list down a mailing costs several hundred dollars. By publishing the newsletter to the web it is available to thousands of people around the globe. We do have avid followers of this newsletter in many countries around the world.

A second reason we have transitioned to a digital version of the

newsletter is to decrease the work load on our office staff. These people work hard to try and make sure orders are shipped efficiently and without errors. Asking them to send out newsletters adds a tremendous work load on their shoulders.

A third reason why we have chosen a digital newsletter is because the product is better. Publication of the newsletter to the web allows us to incorporate color and graphics in a way which is totally impractical in a printed form.

If you do not have email and would like to receive a printed copy of the newsletter you may request one from our office at the time you place your order. We will enclose the newsletter in your product shipment or include it with your receipt.

### OFFICE HOURS

Our office hours are Tuesday - Friday from 10:00 a.m. until 4:00 p.m. We are often present at the office on Monday or during the week between the hours of 9 and 5, but can not promise we will be there at those times. It is best to call if you wish to pick up an order at a time other than regular office hours. We attempt to make sure that availability for pickup of orders is always there during our stated hours.

Our main office person is Dorothy Harelson. Marie Sparks has moved to Arkansas. She sends you all greetings and says she loves her new home.

We have a new part time helper in the office named Heather Foster. Heather is a graphic artist and web designer. We have some exciting projects planned with her for the future which we will unveil at the appropriate time. Heather is a remarkable 22 year old who runs her own business part time and has taught computer science at both the college and adult school levels.



HEATHER FOSTER

### TALKS FOR GROUPS

Jim is available for talks to clubs and other organizations on the topic of his book, *Your Body's Sign Language*. We recently completed talks with an Auburn Rotary Club and the Auburn Kiwanis. Both groups were thrilled by the presentation and

most of the people wanted the book after the personal introduction.

If you have a group that would be interested in a presentation on the topic of the book have them contact us or give us their contact information and we will send them a promotional package.

Jim will be doing an auto-graph signing at Tower Books, 1600 Broadway in Sacramento on May 6 from 1:00 p.m. - 4:00 p.m. Send your friends and prospects to meet the "Sherlock Holmes of Nutrition."

## THIS NEWSLETTER

This newsletter is significant because it provides crucial information on a new product which sets a standard for quality in the competitive nutritional marketplace. We look forward to Salmon Oil Plus not only being a very popular product, but also one which results in great product testimonies. The product provides superior quantities of important nutrients in a form which avoids the most difficult problem with fish oil supplementation—the burp factor!

I have frequently written about the benefits of omega-3 oils, and I will doubtless have a lot more to say in coming months as I share the full implications of this new product.

Suffice it to say that fish oil should be at the top of everyone's list of supplements. Few nutrition products come close to providing the spectrum of benefits offered by Salmon Oil Plus. Among fish oil products, GNLD's new offering stands head and shoulders above the rest. It contains all eight of the nutritionally significant fats of the omega-3 family in certifiable amounts. This is a real breakthrough.

## MAY 4: NEW PRODUCT INTRODUCTION

Don't miss the formal introduction of Salmon Oil Plus by Aaron Lowe at the Lionsgate Hotel (3410

Westover St.) in Sacramento on May 4. The time is 6:45 p.m. until about 9:00 p.m. Aaron spoke at the last meeting and provided valuable information on the products.

## AUGUST 11-13: GNLD CONVENTION

The convention will be in Nashville from August 11-13. This is a great time to take a vacation and spend time with GNLD friends.

## JIM ON CABLE NEWS

Jim was live on the News and Views program with Starstream Cable on April 19. They carry these programs over for a while as view on demand. They were happy with the presentation and would like to do a repeat at some point in the future.

This opportunity was the result of a meeting at the Rotary in Auburn. An executive with Starstream was present and recorded the meeting. He was interested enough in the presentation that he wanted to spread the message of good nutrition to a wider segment of the community.



## IN THE NEWS

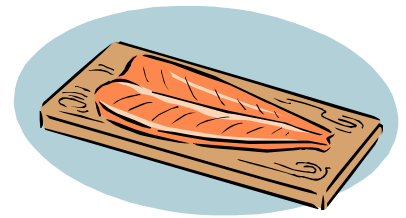
### SODA POP

A recent study found that children between 2 and 10 years of age are much more likely to de-

velop tooth decay if they drink soda pop than if they drink fruit juice, milk, or water. The FDA is currently trying to figure out what to do with recent research that found toxic and cancer producing benzene in sodas.

### REFERENCE:

Sohn, W., Burt, B.A., Sowers M.R., "Carbonated soft drinks and dental caries in the primary dentition," *J Dent Res*, 2006; 85(3): 262-6.



## FISH AND THE HEART

Fish oils were recently found to benefit heart health in even moderate doses among men suffering with heart disease. Fish oils decreased the resting heart rate and improved the ability to recover from exercise. The doses in this study were comparable to what would be obtained from the new Salmon Oil Plus.

### REFERENCE:

O'Keefe J.H. Jr., Abuissa H., et al, "Effects of Omega-3 Fatty Acids on Resting Heart Rate, Heart Rate Recovery After Exercise, and Heart Rate Variability in Men With Healed Myocardial Infarctions and Depressed Ejection Fractions," *Am J Cardiol*, 2006; 97(8): 1127-1130.

## ACIDOPHILUS AND IBD

Probiotics such as Acidophilus Plus were recently shown to decrease gas and increase transit time or slow bowel function in individuals suffering from irritable bowel syndrome. Gas was reduced about 25% and transit time increased about 25%.

I observed this benefit many years ago. One of the most dramatic situations was an elderly lady who had not been able to leave her home for 15 years due to dumping syndrome. Use of Acidophilus Complex eliminated her problem enabling her to take a vacation to Europe.

Kim HJ, Vazquez Roque M.I., et al, "A randomized controlled trial of a probiotic combination VSL# 3 and placebo in irritable bowel syndrome with bloating," *Neurogastroenterol Motil*, 2005; 17(5): 687-96.

